



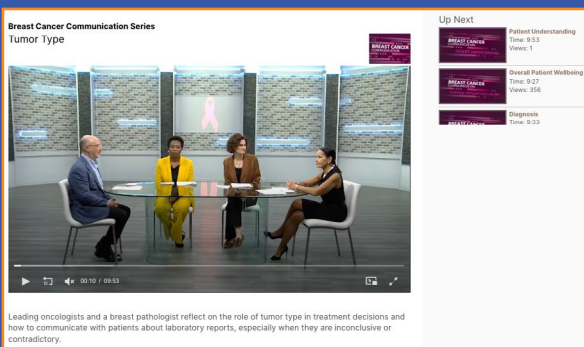
Skipta's Video Showcase: Disseminating Priority Video Content via Custom Video Hub

Overview

A pharma company in the rare-disease space wanted to drive engagement with target HCPs using videos to complement their brand website promotion strategy.

This rare disease brand wanted to:

- Drive engagement with more than 40,000 HCPs, including neurologists and care teams with PCPs, NPs, and PAs
- Use more than six branded videos of varying lengths from 6 to 14 minutes



(This imagery is an example of a singular brand and the format displays the ability of content creation. The format will vary based on specialty.)

Want to reach relevant HCPs with timely messaging?

Deliver the next best engagement to your targets and personalize the HCP journey.

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Challenge

A rare disease brand's marketing team was challenged to use branded videos to increase engagement with target HCPs and to complement the promotion of the brand website.



Solution

Skipta's Video Showcase creates a custom video hub that is hosted within relevant specialty communities and uses an algorithm to drive periodic video rotation.

The tactic won efficient approval from the pharma company's medical, legal, and regulatory review process because the videos had already been approved.

This brand opted to include the ad-supported version of the solution based on its brand size and specialty.



Outcome

Skipta's Video Showcase generated more than 1,000 video views each month.

The average view time per video was 15 seconds, with the brand's target HCP audience averaging a view time of 25 seconds per video, within the benchmark of 10 to 30 seconds.

The pharma company increased its year-over-year investment based on the first-year success.